Florida Grapefruit Survey
France 2005

Survey Results

The following is a tabular depiction of the responses to each survey question. Additional comments provided by respondents, if any, are included after each table.

Section - Introduction

1. Age:

79.6%	20 +
18.5%	14 - 19
1.9%	10 - 13

2. Are you:

68.8%	Female
31.2%	Male

3. What is your classification?

31.2%	BAC
23.9%	Universitaire
18.3%	Bac + 2
18.3%	Ecole secondaire, BEPC
6.4%	Ecole professionnelle
1.8%	Primary school

4. How often do you eat grapefruit?

27.5%	Once or twice a month
22.9%	Less than one a month
21.1%	Once a week
17.4%	Several times a week
11.0%	Never

5. Do you eat it for?

28.0%	Breakfast
19.7%	Lunch
18.5%	Dessert
14.0%	Snack
12.7%	Dinner/Supper
7.0%	Never

6. What is your favorite citrus fruit?

38.5%	Orange
27.5%	Clementine
20.2%	Grapefruit (Pamplemousse)
8.3%	Tangerine (Mandarine)
5.5%	Lime (Citron Vert)

7. What is your 2nd favorite citrus fruit?

27.5%	Tangerine (Mandarine)
22.0%	Orange
21.1%	Grapefruit (Pamplemousse)
19.3%	Celmentine
10.1%	Lime (Citron Vert)

8. What is your 3rd favorite citrus fruit?

29.4%	Tangerine (Mandarine)
24.8%	Celmentine
22.0%	Orange
14.7%	Grapefruit (Pamplemousse)
9.2%	Lime (Citron Vert)

9. What is your 4th favorite citrus fruit?

26.6%	Grapefruit (Pamplemousse)
22.0%	Tangerine (Mandarine)
19.3%	Celmentine
18.3%	Lime (Citron Vert)
13.8%	Orange

10. What is your 5th favorite citrus fruit?

56.9%	Lime (Citron Vert)
16.5%	Grapefruit (Pamplemousse)
12.8%	Tangerine (Mandarine)
9.2%	Celmentine
4.6%	Orange

11. How often do you eat your favorite citrus fruit?

53.7%	Several times a week
22.2%	Once a Week
18.5%	Once or twice a month
5.6%	Less than one a month

12. Do you eat your favorite citrus fruit for:

26.6%   Breakfast
24.0%   Dessert
21.4%   Snack
17.7%   Lunch
10.4%   Dinner/Supper

13. What do you like best about your favorite citrus fruit?

31.6%   Flavor
21.9%   Health benefits
21.4%   Aroma
10.7%   Easy to take with you
7.9%   Easy to prepare
3.7%   Easy to find
1.0%   Vitamins
2.0%   Other:

Comments/Notes:
Acidity
Good
Sweet
The juice

Section - Sample A

14. On a scale of 1 to 5, 1 being the worst and 5 the best, how would you rate this sample overall?

38.9%	4
31.5%	3
17.6%	5 (best)
11.1%	2
0.9%	1 (worst)

15. On a scale of 1 to 5, 1 being the worst and 5 the best, how would you rate this sample as compared to other grapefruit that you have eaten?

33.3%	4
27.8%	3
22.2%	5 (best)
14.8%	2
1.9%	1 (worst)

16. On a scale of 1 to 5, 1 being the worst and 5 the best, how would you rate this sample when compared to your favorite citrus fruit?

33.6%	3
27.1%	2
20.6%	4
13.1%	5 (best)
5.6%	1 (worst)

17. The feature I like best about Sample A is:

34.6%	The juiciness
32.7%	The flavor
8.4%	The acidity
8.4%	The aroma
4.7%	Health benefits
4.7%	The color
3.7	Nothing
2.8	Other:

Comments/Notes:
Not too acidic
Refreshing
The sweetness

18. I would eat this sample for:

31.7%	Breakfast
25.6%	Dessert
18.3%	Lunch
16.7%	Snack
7.2%	Dinner/supper
0.6%	Never

19. How often would you like to have this sample to eat?

33.3%	Several times a week
30.6%	Once a week
25.9%	Once or twice a month
9.3%	Less than one a month
0.9%	Never

Section - Sample B

20. On a scale of 1 to 5, 1 being the worst and 5 the best, how would you rate this sample overall?

31.5%	3
29.6%	4
21.3%	5 (best)
14.8%	2
2.8%	1 (worst)

21. On a scale of 1 to 5, 1 being the worst and 5 the best, how would you rate this sample as compared to other grapefruit that you have eaten?

31.5%	4
25.0%	3
21.3%	2
18.5%	5 (best)
3.7%	1 (worst)

22. On a scale of 1 to 5, 1 being the worst and 5 the best, how would you rate this sample when compared to your favorite citrus fruit?

36.1%	3
22.2%	2
16.7%	4
15.7%	5 (best)
9.3%	1 (worst)

23. The feature I like best about Sample B is:

35.4%	The flavor
28.3%	The juiciness
8.0%	Health benefits
7.1%	The aroma
6.2%	The color
5.3%	The acidity
5.3%	Nothing
2.7%	No acidity
1.8%	Other:

Comments/Notes:
I like the taste
sweetness

24. I would eat this sample for:

28.9%	Breakfast
23.3%	Dessert
17.2%	Lunch
17.2%	Snack
11.1%	Dinner/supper
2.2%	Never

25. How often would you like to have this sample to eat?

38.0%	Several times a week
25.0%	Once a week
24.1%	Once or twice a month
9.3%	Less than one a month
3.7%	Never

Section - Sample C

26. On a scale of 1 to 5, 1 being the worst and 5 the best, how would you rate this sample overall?

36.1%	4
29.6%	3
18.5%	5 (best)
14.8%	2
0.9%	1 (worst)

27. On a scale of 1 to 5, 1 being the worst and 5 the best, how would you rate this sample as compared to other grapefruit that you have eaten?

31.5%	4
25.0%	3
23.1%	5 (best)
18.5%	2
1.9%	1 (worst)

28. On a scale of 1 to 5, 1 being the worst and 5 the best, how would you rate this sample when compared to your favorite citrus fruit?

35.2%	3
23.1%	4
22.2%	2
13.0%	5 (best)
6.5%	1 (worst)

29. The feature I like best about Sample C is:

36.1%	The flavor
28.7%	The juiciness
11.1%	The acidity
7.4%	The aroma
5.6%	The color
4.6%	Health benefits
2.8%	Other:

Comments/Notes:
no acidity
not too bitter
Refreshing
Sweet

30. I would eat this sample for:

31.2%   Breakfast
23.3%   Dessert
19.6%   Snack
17.5%   Lunch
7.9%   Dinner/supper
0.5%   Never

31. How often would you like to have this sample to eat?

36.1%   Several times a week
25.9%   Once or twice a month
25.0%   Once a week
12.0%   Less than one a month
0.9%   Never

Section - Sample liked the best

32. Which of the three samples did you like best?
36.1%   A
33.3%   C
28.7%   B
1.9%   I liked all 3 the same

33. Which sample did you like 2nd best?
35.8%   A
33.0%   C
31.1%   B

34. Which sample did you like 3rd best?
39.3%   B
32.7%   C
28.0%   A